

Message Text

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PAGE 01 YAOUND 04716 290711Z

ACTION OPIC-06

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TO SECSTATE WASHDC 3552

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DEPT PASS OPIC

E.O. 11652: N/A

TAGS: BEXP, CM, US

SUBJ: LINDGREN DRAFT MEMORANDUM

1. ATTENTION PMCCALLUM, RLINDGREN FROM HENDERSON. CABLE CONTAINS COMMENTS ON DRAFT MEMO. APOLOGIZE FOR DELAY.

2. SINCE OPIC CAN FINANCE DISTRIBUTORSHIPS NOW, BELIEVE MEMO SHOULD RECOMMEND MARKETING/PROMOTION EFFORT RATHER THAN ABILITY TO DO THE TYPE OF FINANCING.

3. RECOMMEND FINANCING BE AVAILABLE IN THE LEAST DEVELOPED COUNTRIES FOR ALL BUT 150 COMPANIES RATHER THAN 500. OTHERWISE WE RESTRICTING SELVES UNNECESSARY IN MOST DIFFICULT EXPORT AND INVESTMENT MARKETS, I.E. AFRICA WHERE ALL U.S. EQUIPMENT ONLY RECENTLY SELLING.

4. RECOMMEND THAT BROCHURE FOR REGIONAL BANK CALLING PROGRAM COVER FINANCE PROGRAMS FOR SEVERAL INDUSTRIES (I.E. AGRIBUSINESS, MINERALS, SMALL BUSINESS, DISTRIBUTORSHIPS) RATHER THAN MANY BROCHURES EACH ON ONE INDUSTRY. WE DONT HAVE THAT MUCH TO SAY ON EACH, AND POINT IS TO SPARK INTEREST IN BANKS FOR OPIC SERVICES TO MANY CUSTOMERS. MARKETING EFFECTIVENESS OF SINGLE PUNCHY BROCHURE IN COLOR CONCENTRATING ON FINANCE COULD BE VERY HIGH. SUGGEST DISCUSS WITH JORDAN.

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5. DO NOT BELIEVE FINANCING NEEDS TO BE RESTRICTED TO MANUFACTURERS. COMPANIES IN VARIOUS SERVICE INDUSTRIES CAN RUN DISTRIBUTORSHIP/SPARE PARTS FACILITIES EFFECTIVELY. THEY MAY NOT LEAD TO LOCAL MANUFACTURING, BUT MAINTENANCE SERVICE ALONE CAN HAVE STRONG LOCAL DEVELOPMENTAL IMPACT AND BOOST SALES. WE ARE CONSIDERING SUCH A PROJECT

IN CAMEROON NOW, WITH A NON-MANUFACTURER WHICH HAS
BEEN EXPORTING, SERVICING SPECIFIC BRANDS U.S. EQUIPMENT.
SMYTHE

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